

# USA Armenia

WORLDWIDE ARMENIAN TELEVISION



# USArmenia

***USArmenia is the largest Armenian Television Network in USA with national distribution and broadcast network.***

- ✓ USArmenia is also worldwide Armenian television network with distribution in Europe, Russia, Middle East, everywhere free to air with maximum number of viewership.
- ✓ USArmenia is the highest rated Armenian 24 hour 7 days a week channel that broadcasts its programs only free to air, on the basic cable services, free to air terrestrial digital multicast and Satellite.
- ✓ USArmenia is available in almost every city of So CAL, as well as the entire territory of USA, Canada and Mexico.
- ✓ USArmenia is the only Armenian TV Network with more than 45 produced high rated shows, games, news and information, sport, films and series.
- ✓ USArmenia has its own studios, HD production facilities, and 100's of professional employees, producers, crews, sales and management team, together with state of the art technologies.
- ✓ USArmenia is working with more than 200 independent and leading advertisers, providing them with high class and professional marketing services, from creation of marketing campaigns, advertising clips, sponsorship packages and product placements to advertising planning and placement on the program schedule of USArmenia TV.
- ✓ Everywhere USArmenia TV is 24 hour operation channel, with its own channel ID, program schedule and dedicated channel.

**USARMENIA, WITHOUT QUESTION IS NUMBER ONE ARMENIAN TELEVISION CHANNEL IN USA.**

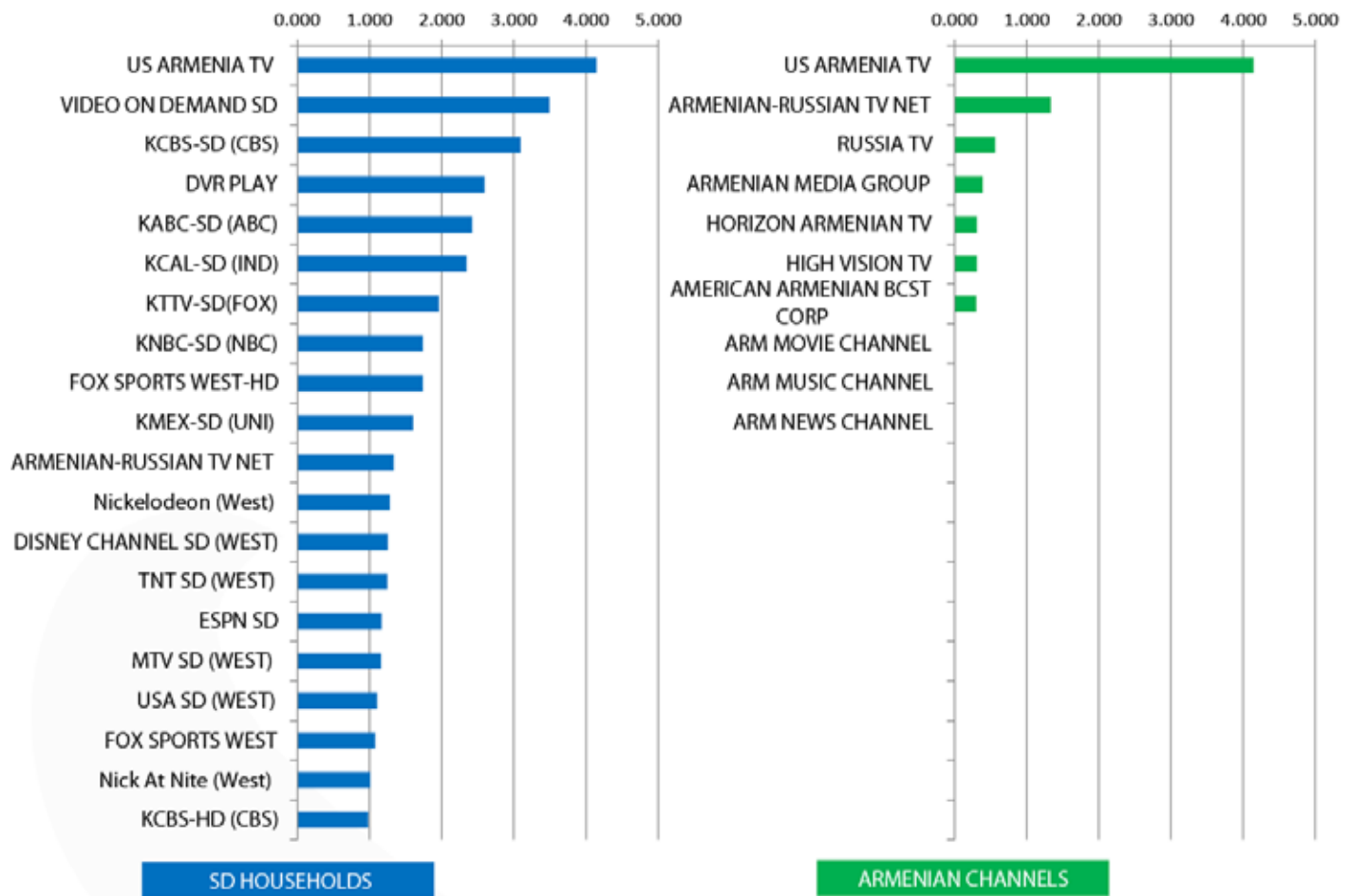
USATV LLC IS OWNED BY SARGSYAN FAMILY





# Ratings of USArmenia TV in USA

**USArmenia TV IS THE #1 ARMENIAN NETWORK ON CHARTER SYSTEM**

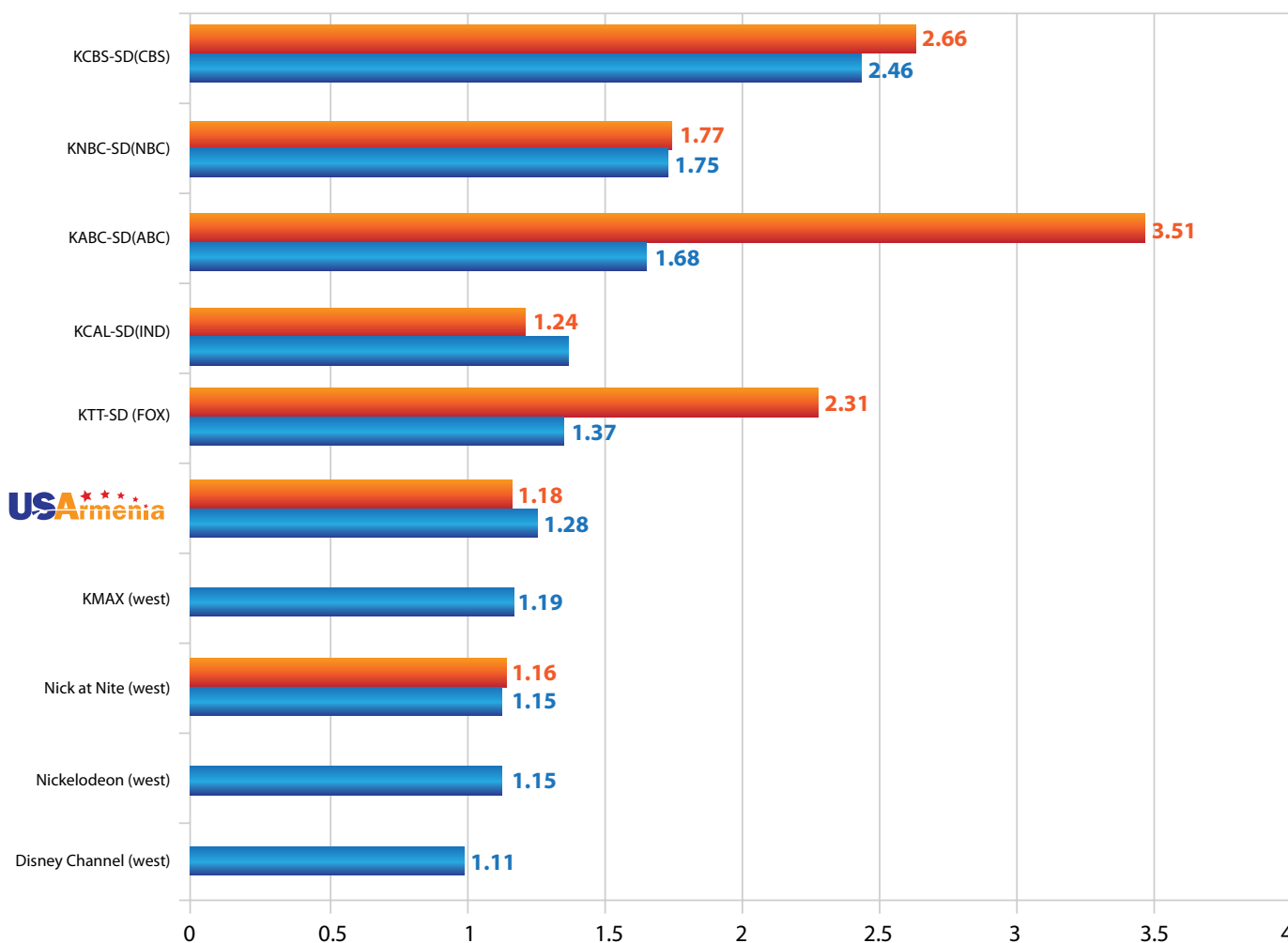


**Competitive Tuning - Armenian Channels  
Charter STB**

**Monday to Sunday 8PM to 11PM**

## The Nielsen Advanced TV Solution

- New service launched in 2007
- TV Ratings are delivered from set-top box (STB tuning data from Charter in Los Angeles)
- Complimentary to traditional Local Nielsen panel-based TV ratings)



### Top 10 Primetime Viewing Sources on Charter STB

Monday to Sunday 8PM to 11PM

Source: Nielsen Advanced TV - Charter Set Top Box (STB)  
Prime Time for March & April 2011





# The Armenian Opportunity

The Armenian-American Community: Demographic Data

## Southern California and nationwide

about **1.5 million** Armenian people in USA

about **1 million** Armenian people in SoCal

### **The United States is home to some 1.5 million Armenians.**

More than one hundred years old, the Armenian-American community is spread across several states on both the East and West coasts. California has the largest concentration of Armenians, with sizeable communities in the Greater Los Angeles area, San Diego, Fresno, the San Francisco Bay Area, Monterrey County, and elsewhere. In recent decades, Armenian communities have also developed in Las Vegas, Nevada; and Phoenix, Arizona. Other significant, and long-established, communities include Boston, Massachusetts; Detroit, Michigan; Philadelphia, Pennsylvania; Paramus, New Jersey; New York City, New York; and Providence, Rhode Island. In cultural terms, the Armenian-American community is marked as much by its highly successful adaptation into the American mainstream as its preservation of the Armenian identity and cultural heritage. Armenian-Americans continue to have major contributions in American life through the fields of politics, art, literature, education, science, journalism, sports, and philanthropy. Close-knit families, communal bonds, and a sense of shared history and culture are at the heart of the Armenian-American community. Most Armenian-Americans are fluent in either of the two major dialects of the Armenian language. Known for being extremely hard-working and entrepreneurial, most Armenian-Americans command above-average income levels and consistently occupy top spots in consumer-spending indexes.

USArmenia TV caters to the diverse demands and expectations of Armenian-American audiences. The station's programming comprises up-to-the-minute news (broadcast variously in the Eastern-Armenian and Western-Armenian dialects as well as in English), talk shows, original series, soap operas, documentaries, talent shows, game shows, and reality shows.

As a general principle, USArmenia TV strives to satisfy the gamut of Armenian-American interests and age groups, providing equal coverage to world news, local news, and Armenian news, and offering a multifaceted package of original programming designed to appeal to and sustain a critical mass of Armenian-American viewership.

Given its innovative, diverse programming as well as superior production values, USArmenia has fast become the premier television outlet for Armenian-American audiences. With its popular shows, 24-hour programming, and consistently high ratings, USArmenia provides an ideal conduit to local and national advertisers and sponsors for reaching and getting their message across to hundreds of thousands of Armenian-American consumers.

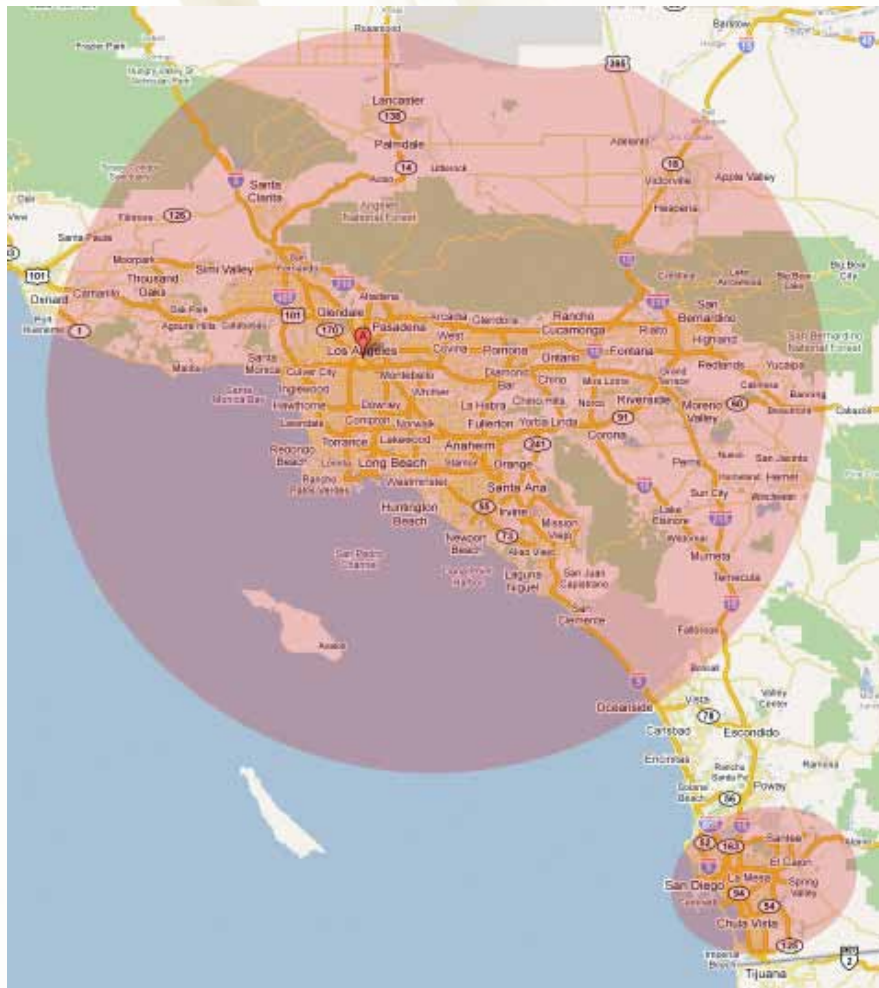






# FREE TO AIR

# CHANNEL 18.5



USArmenia airs on channel **18.5** as a basic free to air channel throughout large territory of southern California.

As a basic channel this transmission makes possible for any household in the entire territory of LA county and Southern California to watch USArmenia without any additional equipment, satellite dish and monthly payments.

This Makes USArmenia Available for potentially **250,000** Armenian households for no charge.

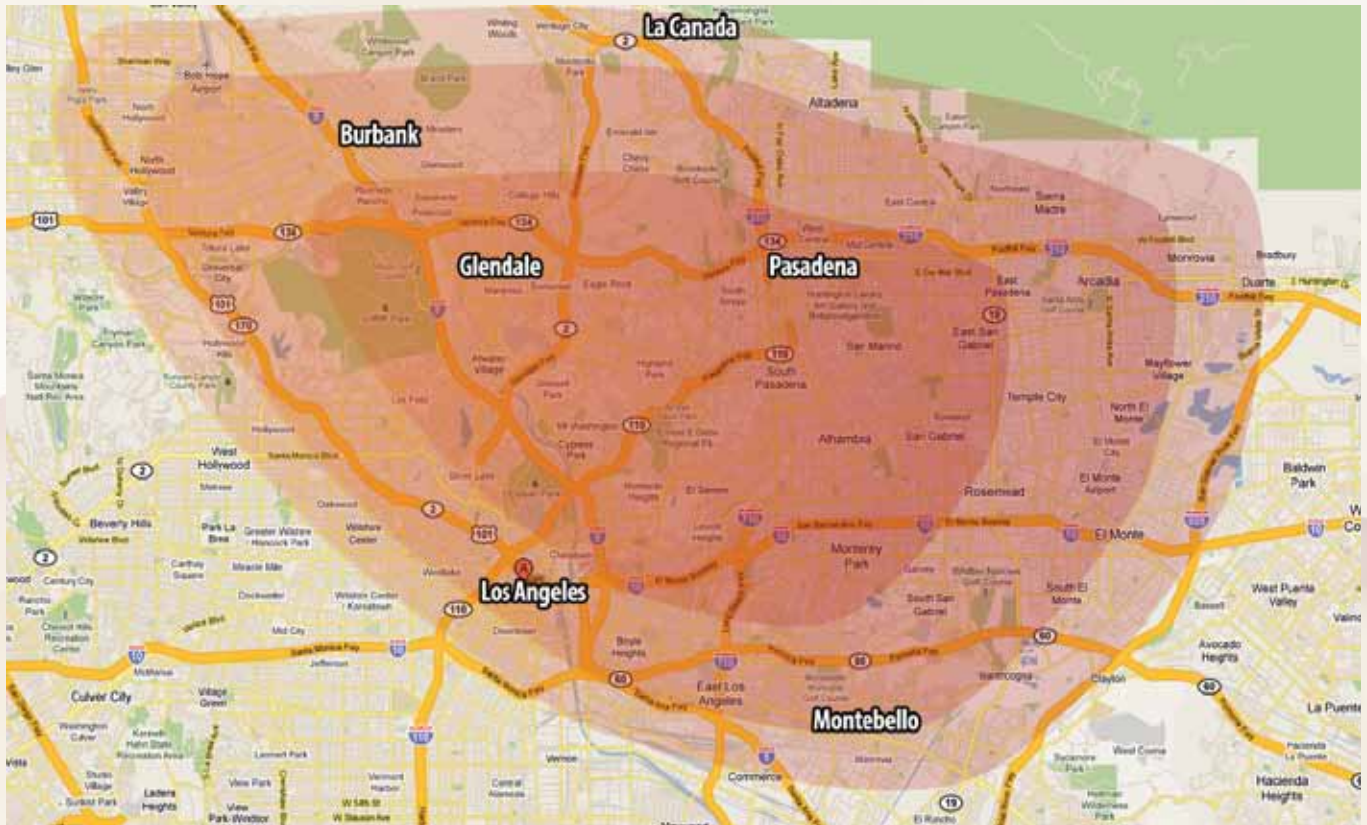
Channel 18.5 is Broadcasting to the **5.9 million** TV households in the Los Angeles, Fresno and San Diego areas.



# USArmenia TV the best Armenian channel

## USArmenia TV is available as basic free to air channel in:

- Glendale
- Burbank
- La Crescenta
- Montrose
- La Canada
- Pasadena
- Alhambra
- Monterey Park
- Montebello
- North Hollywood
- Hollywood
- West Hollywood
- Santa Monica
- Beverly Hills
- Belair
- Westwood
- Culver City
- Van Nuys
- Sun Valley
- Sunland
- Tujunga
- Sherman Oaks
- Encino
- Tarzana
- Reseda
- Woodland Hills
- Northridge
- Granada Hills
- Calabasas
- Thousand Oaks
- Canoga Park
- Agoura Hills
- Studio City
- Chatsworth
- Simi Valley
- San Fernando
- Winnetka
- Malibu
- Inglewood
- Brandwood
- Arcadia
- Azuza
- Glendora
- West Covina
- El Monte
- La Habra
- La Mirada
- Norwalk
- Belflower
- Gardena
- Hawthorne
- Marina Del Ray
- Bria
- Placentia
- Manhattan Beach
- Long Beach
- Lynwood
- Compton
- San Dimas
- Ontario
- Corona
- Santa Fe Springs
- Pico Riviera
- Toluca Lake
- Panorama City
- La Vern
- Big Bear



USArmenia channel airs on Charter Ch 386, which reach the communities of Glendale, Burbank, Pasadena, Montebello, Glendora, Arcadia, Pasadena, La Canada and La Crasenta.

Charter reaches about **125.000** homes within these communities.

Total Estimate of Armenian homes in Charter cable is about **50.000**.

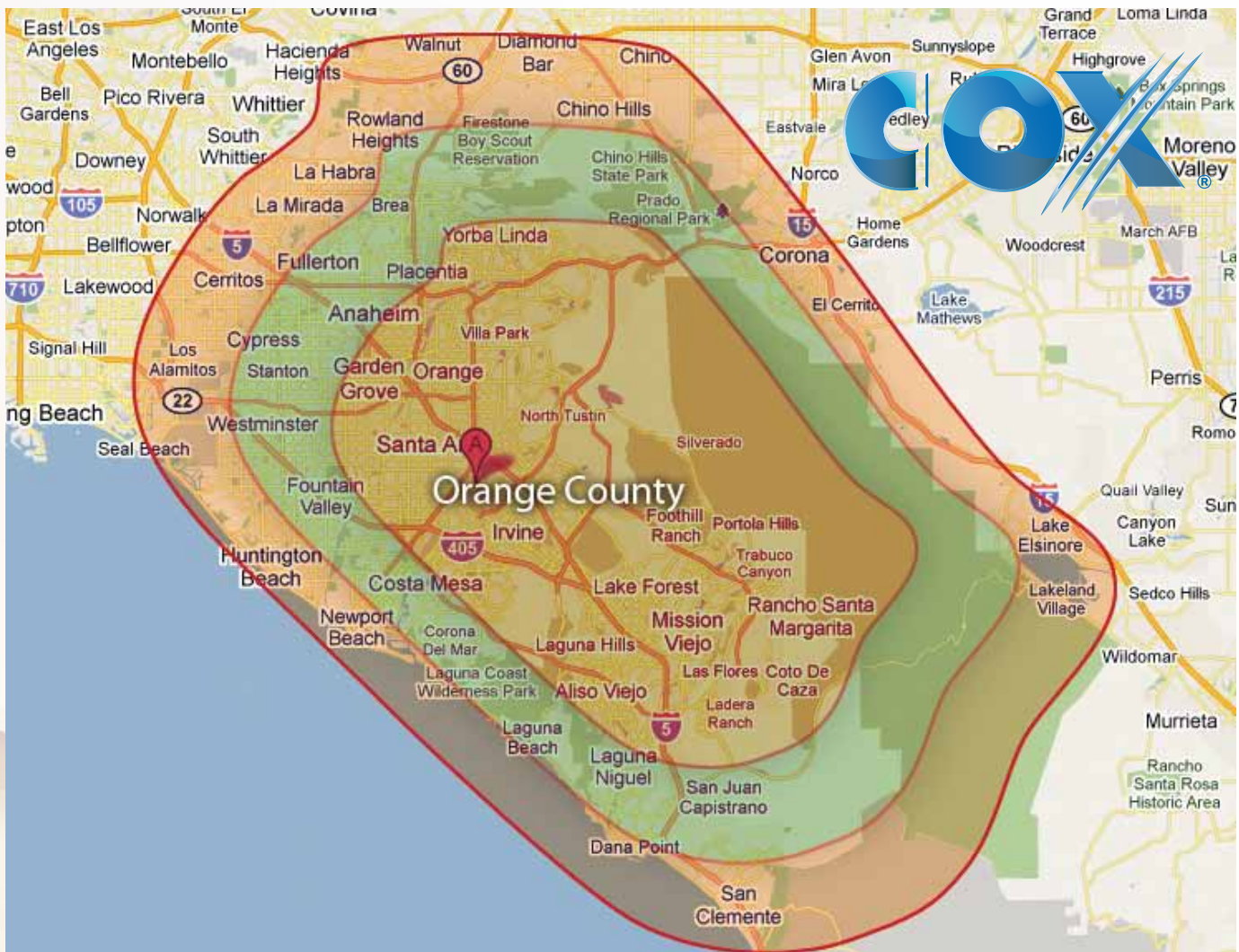
USArmenia is free to air 24/7 basic channel, so all Armenian and non Armenian viewers can watch its programs for free.

*This information based on official letter from Charter Media.*



# COX Cable

# CHANNEL 483



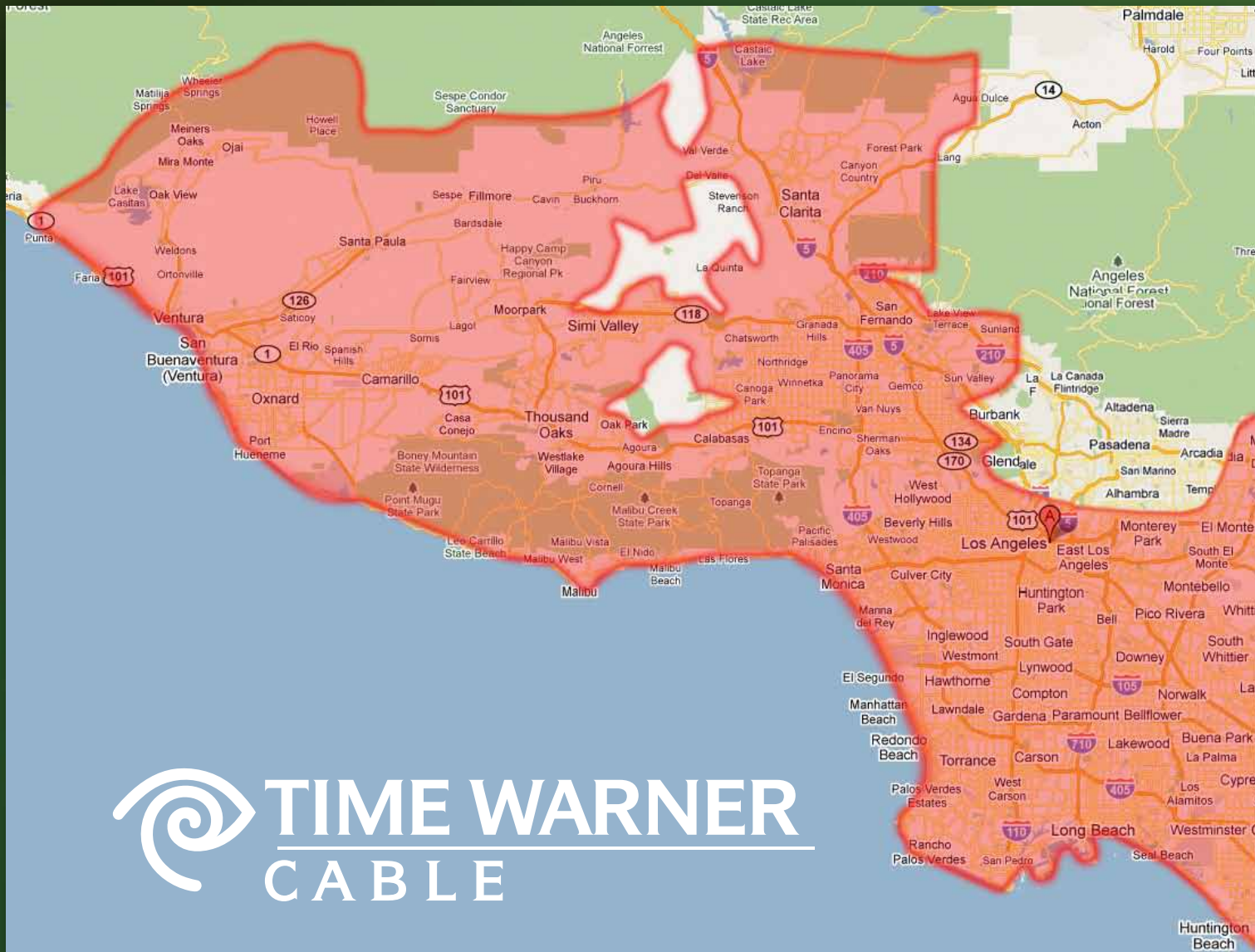
**USArmenia channel airs on COX Ch 483, which reach the communities of Orange County, CA**

Aliso Viejo  
Buena Park  
Capistrano Beach  
Corona del Mar  
Costa Mesa  
Dana Point  
Foothill Ranch  
Fountain Valley  
Fullerton  
Garden Grove  
Huntington Beach

Irvine  
La Palma  
Ladera Ranch  
Laguna Beach  
Laguna Hills  
Laguna Niguel  
Lake Forest  
Long Beach  
Mission Viejo  
Newport Beach  
Newport Coast

Orange  
Pasadena  
Rancho Santa Margarita  
San Clemente  
San Juan Capistrano  
Santa Ana  
Santa Clara  
Silverado  
Trabuco Canyon  
Tustin

# TIME WARNER CABLE



**USArmenia TV is Available on TimeWarner Cable on 695 Channel, time warner cable covers whole South California including.**

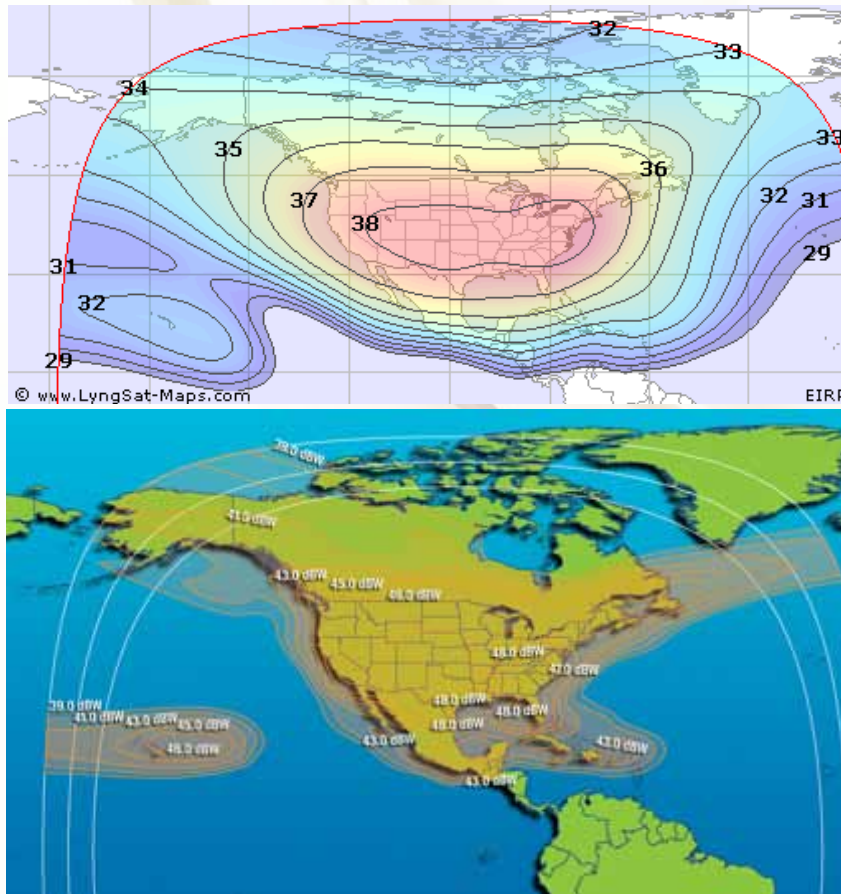
**West Ventura, East Ventura, Simi Valley, Thousand Oaks, Malibu, San Fernando Valley, Burbank, Glendale, Pasadena, North Hollywood, Encino, Tarzana, Reseda, South Pasadena, Hollywood, Westside/Beverly Hills, Los Angeles , Central Los Angeles, Long Beach/Cerritos, Arcadi, Foothills, Covina–Azusa, Pomona/Covina, North Orange County, Anaheim, San Bernardino, Palm Springs, Palm Desert.**

**And much more cities in South California**



**Total Estimate of Armenian homes in TimeWarner cable is about 52.000.**

**USArmenia is free to air 24/7 basic channel, so all Armenian and non Armenian viewers can watch its programs for free.**



In the United States, World TV is the third-largest DTH platform and the leading source of international content. Carrying over 200 Channels from 40 countries in 30 languages via Intelsat's Galaxy 25 satellite, World TV targets the 23 million Americans who speak a language other than English or Spanish at home.

USArmenia is channel 117 on Globecast World TV. It is free to Air channel, so all **23 million viewers** can watch USArmenia channel reach programming for free. The estimate of **Armenia households watching World TV is about 25.000.**

## WORLD TV IN CALIFORNIA

World TV California coverage is reaching about 20.000 Armenian households. Since it is free to air transmission, the number can very time by time depend on new connections and installations of Galaxy 25 satellite.

## San Fernando Valley

By deferent estimates Globecast World TV has about **12.000 Armenian households** watching free to air proqraming from Galaxy 25 satellite in San Fernando Valley. USArmenia channel as a free to air channel reach all those households.



# HotBird Coverage

The **HOT BIRD™** Satellites family at 13° East, is one of the largest broadcasting systems in Europe, delivering nearly 1100 TV channels to more than 120 million TV homes in Europe, North Africa and the Middle East.

**HOT BIRD™** satellites provide full coverage of Europe, Middle East, Russia and also parts of Africa & Asia.

Direct-To-Home reception in beam centre is possible with antennas smaller than 70 cm, and with slightly larger antennas, throughout Europe, North Africa and as far East as Moscow and Dubai And Yerevan.

USArmenia is on the first 200 channel list, which makes it one of the most viewable channels in the HOT BIRD.

Currently USArmenia TV has about **200.000** viewers, which makes it the only Armenian channel with largest world-wide distribution.

## THE PARAMETERS OF USArmenia TV ON HotBird

### Satellite

HOTBIRD 13 degrees East

### Frequency

10.971 MHz

### Polarization

Horizontal

### Frequency Error Correction:

3/4

### Symbol Rate:

27500

### Transponder:

123

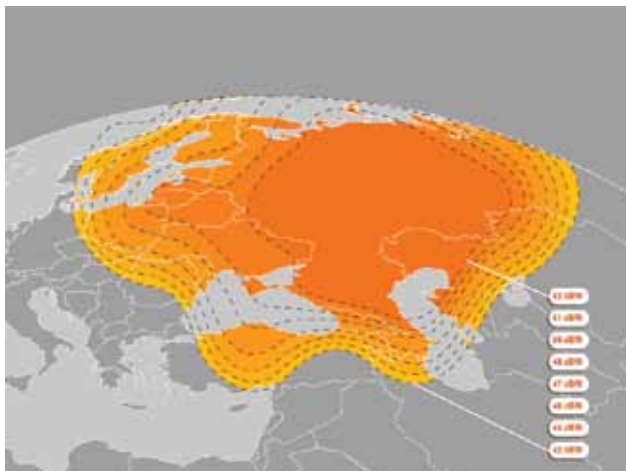


# France and Russia



SFR, covers whole territory of Paris, France.

There are over 200,000 Armenians living in Paris, France.



Eutelsat W4 at 36.0°E, Russia

Armenian population in Russia actually exceeds 2,900,000.



**LIVE BROADCAST OF USARMENIA TV IS ALSO AVAILABLE  
WORLDWIDE TROUGH DISH2NET INTERNET  
BROADCASTING SYSTEM.**

Watch USArmenia 24/7 trough Dish2net Online STB  
or trough dish2net.com website

**[WWW.DISH2NET.COM](http://WWW.DISH2NET.COM)**



# Website and Live Stream



**Favorite Armenian television channels direct from ANS, with IPTV Set Top Boxes, which only require an internet connection. Provides 10 pay TV channels and 5 free TV channels**

## Free Package



## Pay Package



**LIVE BROADCAST OF USARMENIA TV IS AVAILABLE WORLDWIDE FOR ANY TYPE OF COMPUTER, NO NEED OF SPECIAL CODECS OR SOFTWARE.**

**EXCEPTIONAL HIGH QUALITY VIDEO**

**[WWW.USARMENIATV.COM](http://WWW.USARMENIATV.COM)**

# NEWS

[NEWS.USARMENIATV.COM](http://NEWS.USARMENIATV.COM)



US Armenia



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# USArmeniaTV Shows



## THE CENTURY

Historical overview – famous anchor Artem Sargsyan tells the audience about the dark pages of the Armenian history, which have never been highlighted before to the public.  
The Century – a historical excursion!



## THE COST OF LIFE 2

Artashes Roubinyan is one of the richest and influential personalities of the city, who has steady social position, an enviable family, an aristocratic wife and a smart son. But there comes a time, when Artashes's world starts to fall apart, mess up and tear down...



## The Sinners

“Another Film” starring our favorite actors Hovhannes Azoyan, Armen Petrosyan, Grigor Danielyan, Rafayel Xazanchyan and others. They're going to act differently. “Another Film”-This is neither a soap-opera nor a movie. This is another film.



## On the other side of line

Armenia TV, with the RA Police support, presents a new TV serial “The Policemen” shot on real facts. Real facts, real stories, deflecting fate, bitter truth and fair decision. Soon on Armenia TV.



# USArmeniaTV Shows



## **WHERE IS MY MAN ?**

This soap opera won't leave anyone indifferent. You can find tense emotions, the different meanings of love, humanism, maternal, the love for men and for friendship. You can find yourself in this movie and the people who surround you. Here you can find the secret world of women and unbelievable yet sincere bond of friendship among women. Don't miss a scene!



## **YERE:1**

A funny TV program made from small stories and presented by famous humorists Hovo, Mench, Delon, etc. This program shows the episodes from our everyday life, that we actually do not notice. The program tries to show that in any action, humor is always there.



## **KARGIN SERIAL**

In the history of the Armenian Media, are the heroes of longest lasting program. Hayko and Mko return with new exclusive ideas. This is the year's most anticipated project, this time it's going to air twice a week, each time new. This time it is here to make a statement with a new magnificent improved quality.



## **32 ATAM CLUB**

The new season of "32 Atam Club" TV show on USArmenia TV, it finally begins after a long pause...

# USArmeniaTV Programs



## **NEWS**

News is our profession and we are proud of providing you with them. We put all the effort, sources, and opportunities of ours to help you to feel you in the center of everything.



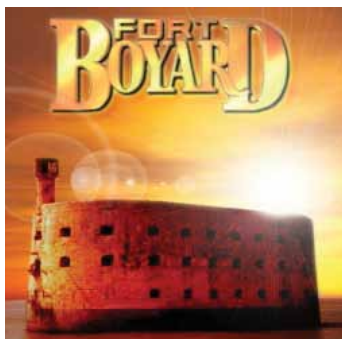
## **DIRECTIONS WITH RAFFI MANOUKIAN**

A program directed at current events and political issues in the local and regional areas of the greater Los Angeles.



## **REPERTOIRE**

Favorite singers present their old and new songs in a quite modern format. There is a new stage of modern standards, live sound and shows...



## **FORT BOYARD**

The way to Fort Boyard The way to the castle, complicated challenges... How was their trip? What was going on each day? What were the feelings of our thirty Armenian participants?



# USArmeniaTV Programs



## **MONEY IS NEEDED**

Everyone needs money from time to time no matter be they rich or poor-stricken. Some earn, some borrow, and some others do everything to have money. This is the project about people in different situations and interested only in money!



## **YO-YO**

An exciting and colorful show-program, i.e. a hippest place for 3 - 10 year olds to get together, play games, sing songs and have fun. The most popular animated characters of "Ashtarak Kat" ice cream are chosen to entertain kids by means of really interesting activities and a bunch of games. The most active participant children get prizes by "Ashtarak Kat" in the end.



## **THE CENTURY**

Historical overview – famous anchor Artem Sargsyan tells the audience about the dark pages of the Armenian history, which have never been highlighted before to the public.  
The Century – a historical excursion!



## **DISCOVERY**

"Discovery" explores the secrets of our environment, the important events of history and natural disasters; discoveries on human nature and space, and finally, the current problems awaiting their solutions.

# USArmeniaTV Programs



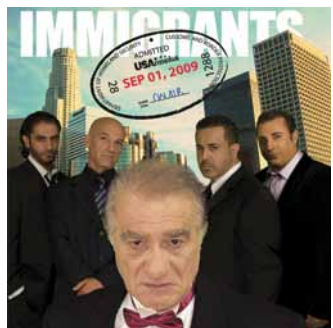
## THE RETURN

17 years have passed from the day Rafael has been incarcerated in Azerbaijan. For some, this has passed as a single moment but for Rafael every moment of those 17 years has filled the cup of revenge. And finally he has managed to escape from a place that no one has returned. It seemed to be as a dream, yet not, this time he was not going to lose the opportunity for he has lost so many things, and he has so many things yet to do.



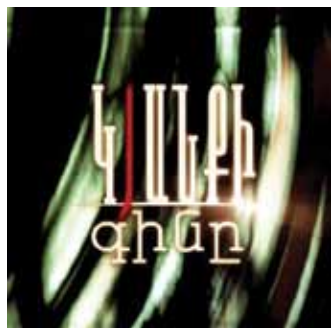
## MASCUARADE

The Curtains open and close, masks are torn and changed; the stages of life arrive earlier than expected. False happiness changes into a true drama. Dead visit the alive, the guilty past knocks the door of the present... In other words everything starts when it seems that all was over.



## IMMIGRANTS

Decades ago Spartak Afoyan, nicknamed Kavor /Godfather/ (Levon Sharafyan) immigrated from Soviet Armenia to the United States of America. An awful secret from the past ties together Spartak Kavor's son Dave, nicknamed Dev and his three friends, a Lebanese Armenian Goko, nicknamed Vinch, Iranian Armenian Andy and an Armenian from Rostov (Russian Armenian) nicknamed Rost. All four of them are working under leadership of Spartak Kavor supervising one Powerful Oil Corporation.



## THE COST OF LIFE

Artashes Roubinyan is one of the richest and influential personalities of the city, who has steady social position, an enviable family, an aristocratic wife and a smart son. But there comes a time, when Artashes's world starts to fall apart, mess up and tear down... All of the sudden he faces new enemies, while the previous ones start acting with new strength and power to destroy his family. Artashes comes to realize that he needs to pay for his sins and that everything has to be compensated in this life, but at what cost?

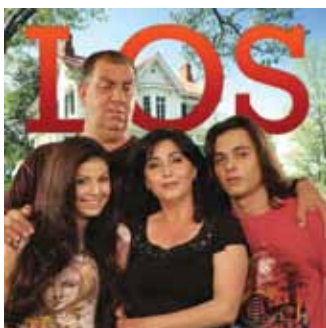


# USArmeniaTV Programs



## OUR YARD

Not only this is a humorous and interesting program, it's also very familiar for beloved Hrant, Ashot, Lala and also new characters that have joined them. Typical Armenian yard life. Funny stories and rumors of Yerevan all in one place "Our Yard".



## LOS

This film is primarily a comedy, depicts the humorous of our everyday lives. It contains humor as well as solemnity. Situational comedy must reflect the true reality, free of grotesque distortions. The intention of this film will not be to ridicule Armenian Americans, but to show how these people, leaving behind an atmosphere that they have gotten accustomed to throughout their lives.



## NEIGHBORS

A humoristic Armenian soap-opera about neighbors living next-door. Neighbors, who appear with funny and comical intrigues. With its interesting and motivating plot the soap-opera fully entertains the TV-audience, keeping everyone excited.



## ONE FILM STORY

This is a new TV-project, a documentary film-series, each one of which features one Hayfilm production film, covering its creation history, shooting details, focusing on the forgotten facts and arguments, revealing behind-the-scenes videos.

# US Armenia TV Programs



## WHEN STARS DANCE

Armenia TV Channel together with the Pan-Armenian Council of Dancing and Sport-Dance have launched a new TV project - When Stars Are Dancing. Well-known artists, politicians and professional dancers are taking part in this TV project and they are to form dancing pairs via SMS voting of TV-audience.



## MY BIG FAT ARMENIAN WEDDING

Time is changing, but some traditional wedding customs continue to be a part of the modern Armenian wedding. "My Big Fat Armenian Wedding" shows Armenia TV viewers how new marriages are formed, the customs, celebrations, traditions that go into planning, executing and celebrating weddings. This program also supports newly forming families by sharing their stories with the public and offering them wedding dresses and accessories from prestigious stores in Yerevan.



## DEAL OR NO DEAL

Based on the successful format from Endemol that has aired in over 35 countries, "Deal or No Deal" is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Scott St. John.



## TELE KITCHEN

A delicious cuisine TV-program spiced up with humour. A delicious cuisine TV-program spiced up with Favourite artists Hasmik Karapetyan and Felix are preparing tasty, yet easy to cook meals. Inventing on spot new recipes of soups, meat and vegetarian dishes of desserts!



# USArmeniaTV Programs



## COOL PROGRAM

With Hayk Marutyan and Mkrtych Arzumanyan. Short and sweet sketches, obvious visual humor and plenty of eccentrics. Witty, low-brow burlesque comedy...



## DROP OF HONEY

A humorous program in which amusing conflicts are discussed, taken from our everyday life which due to the acting skills of the experienced actors, from "one drop of honey" turn into humorous and amusing scenes.



## LOS ARMENIOS

When Hovo goes on a visit, we can expect everything. How famous Armenians live in the USA, what they do, all this will be presented by the most unexpected and funny host Hovo.



## 3 WALLS

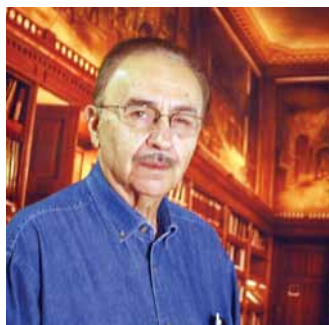
New and first Armenian improvisation standup unpredictable comedy show. Nobody can guess its outcome but one thing is for sure that it will bring endless laughter. Each time new scenes inter-related by story, characters, and themes by the most famous and beloved stars.

# USArmeniaTV Programs



## **EXPRESS**

News, political analysis, live dialogues, live transmissions from different parts of the world, exclusive video-materials from the European Bureau of ARMENIA TV, business, culture... In one word, everything that is necessary to get informed.



## **THE ARMENIAN TELETIME**

Since 1978 The Armenian Teletime brings you a variety of programs including views, interviews ethnic and contemporary music and comedy.



## **OUR LANGUAGE, OUR SPEECH**

Armenia TV presents 2 scientific-educational programs, series of Artem Sargsyan "Our language, our speech" and "The Armenian History".



## **DESTINY CAPTIVES**

A multi-episode film on the border of screen and reality! A film about the ups and downs of human life, where a human being can appear with the most dangerous characteristics... In this film, as in real life, unfairness finds victims and captivates them. Each episode is paradoxical... It is a basic film about complicated reality





### **BLEF**

A funny humorous TV program, which is hosted by famous showman Mench. Through the hidden camera he shows The Armenian celebrities in very funny and hilarious situations. This show gives you the chance to see the actions of Armenian stars in extreme situation.



### **UNLUCKY HAPPINESS**

The first Armenian series "Unhappy Happiness" is airing on Armenia TV from September 17 2007. 120 tensed series. Passion and self-devotion, love and betrayal, wealth and loss. Real feelings and real life. Life, where happiness



### **SUPER DUET**

Seven duets out of the offered fourteen singers are chosen by TV-audience via SMS voting during one-month period. The results of which are then announced at the opening concert, where each of the formed seven duets chooses two other team members.



### **STARS IN CIRCUS**

A first time mega show within the history of the Armenian Media. Stars in the circus, where the most astonishing acts and amazing illusions, jaw dropping magic and the role of the clowns are dignified by the stars. Exclusive show, circus with the stars.

# USArmenia Studio

## MARKETING AND CREATIVE PROJECTS FOR CUSTOMERS AND PARTNERS

USArmenia TV has its in-house marketing, creative, production and advertising planning teams to provide the highest quality marketing services to its customers.

To have an advertising contract with USArmenia TV means not only the purchase of airtime, but also special attention to projects, to the business of our customers. USArmenia TV receives weekly reports from Nielson Ratings, and adjusts advertising placements based on precise number of viewership and ratings.

**Here is the structure of our marketing services that will provide you the best effective advertising projects and proposals:**







## MARKETING TEAM

They will analyze and understand the nature of your business, your products and services, your potential market, demographics and will generate the best effective campaign to suit your business needs, and determine the target audience in order to have a greater impact.

The Marketing team will then submit the concept of your project to our **CREATIVE PRODUCTION TEAM** for further development.



## CREATIVE PRODUCTION TEAM

USArmenia Production is based on state of the art television technologies, having at its disposal the highest quality HD cameras, cranes, lighting and sound equipment, as well as editing suites. Together with our professional creative production team, we are capable of producing the highest quality advertising videos, commercial demos and short films that will amaze your potential customers.

Production is A to Z, from filming on location, to special effects, 3D graphics and animations, with integrated technologies, actors and soundtracks. The creative team will deliver the best quality advertising video, which will not only be beautiful, but more important, **WILL WORK!**



# USArmenia Studio



## PLANING TEAM

The planning teams will propose the best placement plans for your advertising. They will analyze your target market and customize placements based on Nielson ratings data. They will place your advertising on the right program at the right time, so you not only have a presence on air, but you also have a successful marketing campaign, which will generate more sales and more profit for your business, prompting you to return to USArmenia TV with greater projects.



**THIS IS THE WAY WE DO BUSINESS WITH OUR ADVERTISERS.**



# Price List

## A COMMERCIAL SPOT UP TO 30 SECONDS:

**Prime Time A**  
from 7:30PM to 12:00AM

One Spot  
**\$210**

**Day Time A**  
from 7:00AM to 2:00PM

One Spot  
**\$110**

**Prime Time B**  
from 5:00PM to 7:30PM

One Spot  
**\$175**

**Day Time B**  
from 2:00PM to 5:00PM

One Spot  
**\$130**

**Prime Time C**  
from 12:00AM to 1:00AM

One Spot  
**\$150**

**Night Time**  
from 1:00AM to 7:00AM

One Spot  
**\$100**

## SHOW SPONSORSHIP:

The Return  
Mascarade  
Our Yard  
Two Faces  
Good Morning Armenians  
Good Night Armenians  
Cool Program  
Yo-Yo  
Black and White  
Our Language, Our Speech

Yere:1  
Los Armenios  
My Big Fat Armenian Wedding  
Blef  
In Reality  
Tele Kitchen  
Prime time Show  
Show With Rubina  
Aybenaran  
LOS Serial

Program Sponsorship plans starting from **\$4200**,  
for more detailed information contact us.

**818 614 8888**

USArmenia TV Are Watching  
up to **10 million** Armenians Worldwide



For Advertising Please Call:  
**818 614 8888**

2727 West Alameda Ave  
Burbank, CA 91505

Tel: 818 955 9933  
Fax: 818 955 8799

**USA**★ ★ ★ ★  
**Armenia**

[www.usarmeniatv.com](http://www.usarmeniatv.com)